

My \$25,000 Weekend

**How Sending Out a Single Email
to 119 Prospects Brought in
\$25,000 in Business in Just
3 Days**

By Jeff Glenellis

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My \$25,000 Weekend

How Sending One Email Out to 119 Prospective Clients Got Me \$25,000 in Signed Contracts Within 72 Hours

This is not going to be a long e-book that drones on and on about esoteric, unrelated crap.

This is just the Step-By-Step plan I regularly execute and which recently brought in \$25,000 from new clients in just 3 days.

But I should at a minimum tell you about the skills I brought to this venture, and give you a very brief overview of what it is I did to make that kind of money.

What I will be talking about is doing SEO (Search Engine Optimization) at a very low level (think Kindergarten, maybe first grade) for clients who are (1) in a business or profession that generates a lot of money, (2) maintains a big presence on the internet, and (3) is in desperate need of these kinds of services.

Specifically, I target local area businesses (local meaning somewhere in the United States, but it will work anywhere there are businesses with a web presence) who already have a website, but who fail to show up within the first 20 results for their "money" keywords. If you have a website that is buried on Page 3 or deeper for your main keywords, you might as well be invisible. In fact, you ARE invisible to people who are looking for someone who provides your type of goods or services.

So what I do is make you VISIBLE by getting your site bumped up to Page One for one or more of your “money” keywords.

As for the skills I bring to the table, let me say that I don't really have any to speak of. Since this entire program is built on a Linking Campaign, with a little article marketing thrown in later for good measure, I can safely say that anyone who is absolutely brand new to Internet Marketing can read this short manual, follow in my footsteps and generate a ton of new business in as little as a weekend.

So having said all that, let's get started.

Step One: Find Your Market

By far the easiest step, just go to Google and type in the search phrase "US cities by population." You don't need to use "quotation marks"...I'm just including them to show you the exact words to type into the search box.

The first listing you should see is a Wikipedia entry: List of United States cities by population...click on this link.

It will take you to a page that lists all the US cities with populations greater than 100,000. These are the ponds where you want to fish. You might find the right conditions in smaller cities, but you'll definitely find them in this list. So why work harder than you need to?

If you limit the size of the cities to no more than 299,999 people, you'll end up with a list of 209 cities. Just working with these cities you'll find enough business to keep you going for years (and make more money than you ever thought possible).

Now that you have your market list, it's time to move on to the next step.

Step Two: Find Your Niche

Here is where you decide what kind of business or profession you want to work with. I strongly recommend you stick with just one type of business to begin with, because you can essentially “copy and paste” what you do for each of your clients, without having to go back and do a lot of original research.

What I mean by that is you are going to pick a niche and figure out what the “money” keywords are (and by “money” keywords I mean the words and phrases most likely used by people who are ready to buy from your client...people searching for “house painters” are not necessarily looking to hire one, whereas people looking for “experienced Phoenix house painters” are in a buying frame of mind...I’ll go over all the keyword selection stuff shortly).

Once you figure out what those keywords are, the odds are tremendously in your favor that those same words will work in every one of the cities you target for prospective clients.

So why put yourself in a position to go back and start from scratch for a new client in a new niche when you’ve already done the work for one which you can use over and over again?

The other reason you want to stick with one niche is that as you go along in this business and start getting clients onto Page One you’ll want to put together “case studies” showing how you helped that client improve their standings in the search results. If you are helping house painters, how powerful is it when you show a prospective house painting client that you’ve already helped other house painters jump to Page One in their markets? It almost sells itself at that point. You appear to be a “house painter” specialist when all the other folks out there doing this kind of work don’t have

any specialization at all. Your prospect starts to think he'd have to be crazy to go with anyone else BUT you.

I don't want to stray off-topic here, but if you become the go-to guy for House Painters, you charge \$2500 a year for your services, and you work until you have a House Painter client in every city on your list of 209, you're looking at an annual gross income of \$522,500. Since you can outsource all of the grunt work that needs to be done for pennies per month, you're looking at a half million dollars a year coming in each year, with very little continuous effort on your part.

If that doesn't get you excited, I strongly suggest you get someone close to you to call the local mortuary and start making arrangements on your behalf.

Because you're obviously DEAD! (lol).

So how do you find your niche?

Start with an antique you probably have lying about your house somewhere: The Yellow Pages. Read through their list of categories to get an idea of what kinds of businesses are out there in every town. There are white collar professions (doctors, lawyers, dentists, chiropractors, etc.) blue collar professions (plumbers, electricians, etc.) and a host of retail establishments you can choose from.

I chose a sub-set of the legal profession, simply because I come from a family of lawyers, and I know how they think and what "hot buttons" I can push to get their attention. At the end of this manual I'll give you a case study on the first lawyer I worked for, and show you exactly how I took him from Search Engine Oblivion to the first page of Google, and got his phone to start ringing every day courtesy of this new found stream of traffic.

As intimidating as it might sound, lawyers are people too (well, most of them are, anyway). And they have the same fears and pressures faced by anyone in business for themselves: payroll, rent, utilities, a social climbing hag of a wife (I tossed that one in for my brother, who will never, ever read this if I have anything to do with it). All of those things take money, and most lawyers are in dire need of a constant stream of new clients to keep their practice up and running.

But the same can be said of any business person, whether in a profession, a trade or a retail type business. New clients are the lifeblood of a business. Your prospect knows that, which is why they have a website in the first place. All you need to do is help them get their site to start doing what it was intended for in the first place: finding them new clients.

So grab a copy of the phone book and start looking at the various categories until you find one you think is in a niche that (1) has at least some decent cash flow, and (2) you would enjoy working with.

Or, just scan the list of High Dollar Businesses at the end of this manual. It is in no way a complete listing of ALL High Dollar prospects, but it should be enough to get you started in the right direction.

Once you've decided on a niche, move on to the next step.

Step Three-Find the “Money” Keywords

Since you are going to work on a local basis (meaning work with clients who service one limited geographical area) you might as well start with your own hometown, or the town nearest to you on the list of towns with populations greater than 100,000.

Using Google, type in the name of your town and the name of the niche you selected. For instance, type in “Charlotte Plumbers”. See how many pages come back, and scroll through the first 5-6 pages to see how many local plumbers have existing websites. I just did that and found around 15 websites belonging to Charlotte area plumbers that were buried on Page Three and beyond.

Now that you know there are a bunch of prospects that can use your service, you need to draw up a list of “money” keywords. It’s actually easier than you think. All you need to do is put yourself in the position of a person who needs that particular business, and ask yourself what you would type into the search box in order to find the information you are looking for.

In most cases, the “money” keywords will be the name of the town or geographical area where the prospect lives, along with the word or words that best describe the goods or service offered. Examples: Charlotte Plumber. Denver Bankruptcy Attorney. Tampa Electrician.

When you are putting together your list of key words, don’t forget to pluralize the business: plumbers, bankruptcy attorneys, electricians. Some people will search in the singular, other in the plural. You might as well cover all the bases on this one.

You can take this a step further by adding in additional terms like “best” “cheapest” “fastest” and others, which are

also used by some searchers. However, these types of extra qualifiers usually do not generate enough searches each month to justify trying to dominate the search engines for those phrases. Later on you can suggest to your client that they add additional pages to their websites that target these phrases.

But for now, just target the major keywords.

After you've isolated the "money" keywords, go back to Google and use their AdSense Keyword Analyzer to see how many searches those keywords get each month. You can get to the Analyzer by going to Google and typing in "Google Keyword." The first choice that should appear will be the adsense.google.com link that will open the Keyword Analyzer.

Type in your first keyword or phrase into the box labeled "Word or phrase", fill in the "captcha" security check and hit submit. In most cases, you should get a list of keywords and phrases that are related to the one you just typed in, along with the number of searches conducted on Google each month, both locally and globally.

I typed in the search phrase "Charlotte plumber" and Google returned 100 results, the vast majority having nothing to do with plumbers or plumbing.

However, the first 4 search results gave me all the information I needed to know that I was on the right track. These were the results:

<u>Keyword Searches</u>	<u>Global Searches</u>	<u>Local</u>
Charlotte plumbers	2400	2400
Charlotte plumber	1900	1900
Charlotte plumbing	6600	6600
Plumbers in Charlotte	590	590

To be completely transparent here, apparently there are several different semi-famous people named "Charlotte Plummer" (and since most internet users no longer know how to spell, they search for "Charlotte Plumber"), so some of those 1900 searches for that specific term might be related to her. However, for the remaining terms, these are all people who are looking for a plumber in Charlotte.

(And that raises one more point: look at common misspellings for your key words and phrases, such as Plummer [for Plumber], Panter [for Painter], that sort of thing...you never know when you'll find the motherload of traffic from well intentioned but poor spellers).

You are going to want to keep note of your keywords and the number of searches performed in a month, as this information will help you close the client later on.

Now it's time to move on to the next step.

Step Four: Locate Your Prospects

You have your keywords. Now use them. Type them into Google and print out the first 6 pages of the search results for each word or phrase. Set each stack of papers side by side, and begin to identify which of your prospects has a website that fails to appear on Page One or Two of the search results for all of your key words or phrases. In any given niche in any city, you should end up with a list of 8-15 names (maybe more, but usually not less).

If a site is simply not optimized properly for "Charlotte plumbers" then it is probably not optimized for "Charlotte plumbing" either. So you should find the same sites buried in the back pages of the search results.

Highlight the website addresses (or copy them into a notebook, or however you normally keep track of information). Visit each site and find their "contact us" page (they usually have one). Copy down their email addresses.

Then move on to the next step.

Step Five: Contact the Prospects

Now that you know how many prospects you have, it's time to contact them. But rather than send out 10-15 individual emails, instead you are going to send out 1 email, with all their competitors emails clearly visible in the cc: section of their email program (NOT the bcc: section, which is the BLIND carbon copy...use the CC: section so all recipients can see who else got your email).

The idea is to let them know that you are serious and that any delay on their part will be costly (as you will see in the draft of the letter, below).

Some people might feel uncomfortable sending out this type of email, as they fear getting into some kind of regulatory trouble via the CAN-SPAM Act. But as long as you comply with the regulations in terms of content, you'll be fine. But if you really don't want to send out a "group blast" then by all means send out individual emails to all your prospects.

Better yet, lick a stamp and send them a letter by U.S. mail.

Just don't expect fast results.

Or any results, for that matter.

Here is the template of the letter I sent out, and I've given you a second copy, below, customized to fit our "Charlotte plumbers" example.

^^^BLANK TEMPLATE^^^

Dear _____ (fill in the blanks with the name of the business/profession)

Did you know that _____ people a month are searching the internet for _____, AND NOT A SINGLE ONE OF THEM CAN FIND YOUR SITE?

Every month you lose out on _____ prospective clients because your website is buried deep in the Google Search Engine results. Studies show that 98% of all internet users never look any deeper than Page One of those results when searching for _____, or anything else for that matter.

I can change that for you. I can get your website on to Page One of the Google search results for _____, and usually within 2-4 weeks. That means in less than a month's time, when those _____ people search for _____, they are going to find YOUR website and call YOU for an appointment.

And the best part is that you don't pay me a penny for my services until I have your site firmly rooted onto Page One of the Google Search Engine.

You've probably already noticed that I am sending this same email out to _____ people who also have _____ websites.

Unfortunately, I can only work with ONE COMPANY in the _____ area, as my services are designed to help one company DOMINATE the Google Search Results for _____.

The first _____ to contact me and contract for my services, wins. The rest will be shut out for as long as I remain under contract.

If gaining immediate access to _____ prospective clients each month is something that interests you, I strongly urge you to contact me immediately, either by phone or by email. I will get back in touch with you in the order in which the contacts are received, so don't wait too long and find you've been locked out for good.

Call or email me now and let's get started on building your web presence where it will do you the most good: On Page One for _____.

^^^^^ACTUAL EMAIL^^^^^^

Dear Charlotte Plumber,

Did you know that 6,600 people a month are searching the internet for Charlotte plumbers, AND NOT A SINGLE ONE OF THEM CAN FIND YOUR SITE?

Every month you lose out on 6,600 prospective clients because your website is buried deep in the Google Search Engine results. Studies show that 98% of all internet users never look any deeper than Page One of those results when searching for Charlotte plumbers, or anything else for that matter.

I can change that for you. I can get your website on to Page One of the Google search results for Charlotte plumbers, and usually within 2-4 weeks. That means in as little as a month's time, when those 6,600 people search for Charlotte Plumbers, they are going to find YOUR website and call YOU for an appointment.

And the best part is that you don't pay me a penny for my services until I have your site firmly rooted onto Page One of the Google Search Engine.

You've probably already noticed that I am sending this same email out to 15 people who also have Charlotte plumbing websites.

Unfortunately, I can only work with ONE COMPANY in the Charlotte area, as my services are designed to help one company DOMINATE the Google Search Results for Charlotte plumbing.

The first Charlotte plumber to contact me and contract for my services, wins. The rest will be shut out for as long as I remain under contract.

If gaining immediate access to 6,600 prospective clients each month is something that interests you, I strongly urge you to contact me immediately, either by phone or by email. I will get back in touch with you in the order in which the contacts are received, so don't wait too long and find you've been locked out for good.

Call or email me now and let's get started on building your web presence where it will do you the most good: On Page One for Charlotte plumbers.

^^^^^END^^^^^

Can you see why this email gets an immediate positive response from the recipients?

- Addresses a major problem? Check.
- Promises a solution to that problem? Check.
- Promises and proves scarcity? Check.
- Puts all the risk on the sender (me)? Check.

The person who opens that email sees that he or she has a very limited window of opportunity to address a major problem in their business (a poorly performing website) and **it will not cost them a penny** unless you actually live up to your promise of getting their site onto Page One of the Google Search Results for their main search term.

Or to put it bluntly, they have a shot at increasing their client list exponentially, and they don't have to worry about paying you until they start seeing results.

Now I know a lot of you reading this are freaking out right now, wondering why I would ever agree to work for someone for free?

I'm not working for free.

In fact, I charge \$2,500 for one year's worth of SEO service, where I agree to keep the client's website on Page One of Google for one year. And I don't let them pay me off over time, either. Once I can show their site is on Page One for two consecutive weeks, they pay the \$2,500 to me immediately.

That's why you want to target businesses and professionals in high dollar businesses. If you take on a client who makes \$50 off each new client, they'll need 50 new clients just to break even. If you take on a client that makes \$1500 off of each new client, by the time they sign up Client #2, they've paid for your services for one year and made some money for themselves in the process.

But by agreeing that they can defer payment until they actually see that you can do what you promised, you've removed the biggest objection people have with hiring SEO experts: How do I know I'll get what I pay for?

By giving them what they pay for BEFORE they actually have to pay, they have no objection to signing an agreement. They have nothing to lose and everything to gain.

If you follow this plan in approaching the businesses in the niche you selected, don't be surprised if you get 3 or 4 calls from prospects in any one city, and usually within the first 24-48 hours after you send out the email. In the current economy, everyone is looking for ways to bring in more new business, at the lowest cost they can swing.

If you point out that by waiting until their site has remained on Page One for two consecutive weeks, there is a very good chance they will bring in enough new business during that time that your efforts will have paid for themselves completely, and there is no worry about having to dip into their personal bank accounts to pay for your services.

The easiest way to prove this is to have whoever the gatekeeper is for the business (secretary, assistant, the owners themselves) ask every new client who contacts them "How did you hear about us?" Once they start getting answers like "I found your website online" you'll never have to convince them to renew your contract next year. They might actually inquire about signing you up on a longer-term basis to insure the flow of new clients into their business (and NOT their competitors!)

Once you've sent out this email to your prospect lists, sit back and wait for them to start contacting you. Once you start getting contacts, it's time to move onto the next step.

Step Six: Signing Up the New Client

This is actually easier than it sounds, even if you are the kind of person who is terrified to talk to someone on the phone.

Remember, your prospects NEED YOU! You do not need your prospects! This shifts the atmosphere of fear onto them: they need to fear that they are too late in getting in touch with you. They need to fear that you will not be able to help them make more money.

You, on the other hand, have nothing to fear, for if Prospect #1 ends up being insane and decides against using your services, in all likelihood you have Prospect #2 waiting in the wings, and the odds of finding two in a row who are crazy are slim at best.

So keep this in mind when you are speaking with your prospect, or trading emails back and forth. If they try to get pushy with you, demanding to know what it is exactly you do for your money, don't answer. Don't sound too eager, like you are desperate for their business. In fact, go the other direction. Tell them you never disclose your methods, and if they balk at that, tell them "thank you" for contacting you, but you have four other prospective clients from their town you need to return calls to, and it sounds like you just wouldn't be a good fit with their business.

That's all you usually need to do to whip them back into line.

If you can find it, watch the movie "Boiler Room." There is a scene about 1/3 of the way through where Vin Diesel is on the phone with a doctor, trying to sell him some stock in a phony pharmaceutical company. Actually, he's doing the opposite...he's trying to *not* sell the stock. And the more arrogant and vague he gets with the doctor, the more the doctor wants to buy.

(If you don't want to watch the movie, I've found the exact scene on YouTube. Just use the YouTube search engine to look for "Vin Diesel Boiler Room" and that scene should pop up as one of the first options.)

You may not believe it until you experience it, but it works that way in real life too. As long as you are in control (or at least appear to be) you can make your prospect do just about anything to get you to agree to work with him.

You are the one in control of the conversation, so steer it in the right direction...make sure your prospect knows the answer to the only three questions that really matter to them:

1. **What do I (the prospect) have to do to make this happen?** Easy. Just sign the contract and I (you, the reader) take it from there. If you are going to do any on-page optimization, the prospect will have to get you access to their website. But other than those two actions, they don't have to lift a finger to get on to Page One of Google.
2. **How soon will I see results?** Remember that your prospect is already close to Page One of Google for their chosen key phrase. They usually only need a little extra push to make the jump to Page One, so seeing results in as little as 2 weeks is not an unreasonable claim on your part. Just make sure they know that it could take 4 weeks and even longer to get them to Page One. I put a 90 day cap on my efforts: If I can't get them onto Page One in 90 days, we both agree that we can walk away and not owe anything else under the contract, even if they magically appear on Page One on the 91st day.
3. **How much is this going to cost me?** Here is where YOUR money is made. Instead of blurting out a figure like \$2,500 or \$5,000, instead, ask them how

much a new client normally means to their business. If you've followed my advice and targeted people in High Dollar businesses, the answer will usually be in excess of a thousand dollars. So instead of giving them a dollar figure, give it to them in terms of clients. If they make \$1,500 per new client, and you charge \$2,500, tell them it will cost them less than 2 clients. Before they get a chance to ask questions, do some quick math for them: In one month, 6,600 people are searching for Charlotte Plumbers on Google. You average \$1,500 per new client. You'd need to sign up 1.67 new clients in order to pay for one entire year of my services. Considering the traffic looking for Charlotte plumbers, once you get to Page One of Google, you could easily have paid for my service by the end of the first day. This way, you've minimized a dollar figure into something very small: less than 2 clients, which just about anyone on Page One of Google for a search term with 6,600 buyers per month should be able to handle in very short order.

In your case, you want them to sign a contract, agreeing to pay you X amount of dollars for your services. In my case, I charge \$2,500 to bump their site to Page One of Google for one specified search term, payable only after their site appears on Page One of the search results for that term for a period of 14 consecutive days. I monitor the search results on a daily basis, and once I reach the 14 day goal, I send them a bill for services rendered, payable immediately.

I do have a contract I spent some money having drawn up, and I've included it as a bonus to this package. It is written using MS Word, so it should be a simple matter for you to insert your name into the first paragraph, and insert your name at the end of the contract where you will sign off on a copy after the client has delivered his signed copies to you.

What I like to do, though, is start working for the client as soon as I get the go-ahead from them, with the promise that the contract is on the way (via US Mail or FedEx/UPS). This way Google will start reconsidering where the site belongs in the search results immediately, not 4-5 days later when the contract arrives.

And even after I get them onto Page One, I continue with my linking campaign over the next 12 months, just to make sure that if any of the competition gets a wild hair and decides to take us on, we have the steady link juice pouring in to help us maintain our position.

In the event the site falls off of Page One, I will mark the date and time I noticed it was missing, and that will stop the clock on the one year agreement I have with the client. Once I get back onto Page One, the clock restarts and continues to run until 365 days on Page One is complete.

And at that point, either the client agrees to re-up for another year (and another \$2500) or we terminate our relationship and I can move on to the next client waiting in the wings. If that happens, I'll show you in the next section how you can work backwards and remove most or all of the links that benefitted Client #1, and switch them to Client #2.

In fact, I'll go over in detail what I do as far as linking/SEO is concerned in the next step.

For now, put the signed contract in a folder with the client's name on it and keep it in a safe place (preferably a fireproof safe). These few pages are as good as gold to you.

Step Seven: Performing the SEO to Get to Page One on Google

By now it should be no surprise that what you will be doing primarily is setting up a series of backlinks to your client's website. The sites I will recommend have a high Page Rank score (usually PR 5 and higher) and will carry a lot of sway with Google when the links are finally crawled and credited to your client.

However, there are also some "on-page" SEO items you can do for the client (or at least point out to him for his webmaster to address) that will also help tremendously. Let's start with those.

If you don't already have it, I strongly urge you to grab a copy of **Market Samurai**. This is a program that crawls the search engines for terms you specify, bringing back the top 10 websites for that term, and telling you if those sites have satisfied about a half dozen different criteria.

What Market Samurai looks for are backlinks to the top 10 sites (and it tells you how many each site has pointing towards it), if any of the backlinks are .gov or .edu links, whether H1 tags were used in building the site, if the keyword(s) appear in the domain name, whether the competition appears in either or both the Yahoo Directory or DMOZ, and whether the keywords appear in the website title.

All of these factors are taken into consideration by Google when analyzing a site for inclusion in the search results for a particular key word or phrase.

And frankly, very few "local" websites satisfy even half of these factors. You'll find that a lot of these websites are "cookie cutter" sites that the client bought based on a phone call or visit from a salesman, or worse, got the site "for free"

from the phone company when they paid for a year's worth of advertising in the Yellow Pages.

In either event, the sites were built by designers with little or no experience in SEO, and the end result probably looks nice, but Google can't find a single reason to include the site anywhere near the top of the search results for the very phrases the site exists to appear for.

Luckily, you can handle the backlinking without any input from the client. You or the client's webmaster (and I prefer to let the webmaster handle this) can add H1 tags to the site's headlines. They can add the keywords to the site's title. They can create a new page and add the keyword or phrase to the website name. And all of this can be accomplished in under a day.

If the client were to do all of this (and satisfy every factor in the Market Samurai SEO Competition Analysis) they probably wouldn't need a single link to jump instantly up to Page One. That's how poorly the competition has optimized their sites.

However, we are going to add a bunch of links to the site over time, and usually the first batch we add is more than enough to land us on Page One and put us that much closer to our payday.

The link's we are going to add are what are known as "Angela's Links" which is the shorthand way of referring to a set of websites mailed out each month by a gal named Angela. Each of these websites has a forum as a part of the website, and we are going to join that forum and then post a link to our client's website, using the chosen key word or phrase as our anchor text.

You can learn more about Angela's Links at:

http://angelasdiscountmarket.com/backlink_builder1.html

And for the record, this is NOT an affiliate link (I don't think she even has an affiliate program, to be honest) and I do not make a penny from her for this referral. I'm recommending this product because I use it for linking my customer's sites and I've moved every one of my clients to Page One of the Google Search Results for their chosen key words. So ignore this recommendation at your peril.

When you buy Angela's monthly link packet (30 links for \$5, so don't go bitching about the extra costs involved here) she will provide you in excruciating detail the exact steps you need to follow with each forum to get the links posted, so I am not going to spend any time going over those steps here.

There are other link providers out there as well, most of them capitalizing on the goodwill that Angela created, so you might as well go with the original, and reward her for her hard work and efforts (although \$5 isn't much of a reward in my opinion, but she's happy charging that amount, so who am I to complain?)

But just posting those links isn't enough...you need to start getting those links indexed, meaning you need to "link to the link" in order to get your share of the "link juice" provided by all of those PR 5-6-7-8 sites. I have a way to do that which has worked like a charm for me so far, and as long as you don't abuse it, it will work for you as well.

What you want to do is get your recently posted links crawled by the Google spider, and to do that, you need to get a second link posted to a site where the Google spider more or less lives 24/7/365.

And where is that, you ask?

Craigslist.

I have had more Craigslist classified ads show up in the first couple of pages of the Google search results for crap I've sold online than any other source of ads. I really do believe the spiders live there full-time.

The secret is to get your ad posted in an area where you are not likely to get kicked off by users of craigslist for spamming the site. There are a couple of ways to do this.

First, pick any city in America that has a Craigslist page and post under "Rants and Raves." The sheer amount of gibberish and b.s. that gets posted in this section is unbelievable. Truthfully, I fear for our country after reading just a handful of posts in this section. I'm not going to go into detail; you'll have to see for yourself.

But because of the chaotic nature of this section, you can post just about anything you want and it will remain on Craigslist for days, allowing the Google spider plenty of time to crawl your links and get them indexed.

The other option with Craigslist is to leave the U.S. and find a board that is not in use much in a foreign country. I'm not going to name one here, simply because if I do, 100 people will start using the same board for the same purpose and put all of us in jeopardy with Craig. Keep this on the downlow, use it only when necessary, and we'll all be fine.

Now, as to the actual posting of the links, what you want to do is get the Google spider to crawl your Forum profile and index the links you included in that profile (which is where you get the link juice to flow from the forum to your site).

The following is simply an example. You should not copy my titles or my body copy word for word. Be creative. Hell, spew gibberish for all I care. All you really want is the

spider to crawl your link. But if you run the same ad, word for word, more than twice in 3 days, Craigslist will delete the ad (or refuse to accept it) and ultimately shut down your account. So put up something different every time and you will be fine.

I created a post in a Rant and Rave section titled "My Second Favorite Forum" and in the body wrote "I love Craigs R&R Forum the most, but my second favorite forum is" and at this point I insert some html as follows:

```
<a  
href=http://www.forumsitename.com/members/profilename  
.html>ForumName</a>
```

(where I have "www.forumsitename.com..." I type in the actual web address of the forum profile I have set up that contains the link from Angela, and where I have "Forum Name" I type in the actual name of the forum.

Google will now crawl the link I have posted on Craigslist, see the links I have included in my profile, and index those links using the Anchor Text I used when I set the link up in the first place.

This step only takes a minute or two to complete, and after you get the hang of using Craigslist, you can knock out all the links to your forum profiles in about an hour.

The reality is that a single PR6 or PR7 link will almost be enough on its own to get your client's site to Page One for the local search results. Setting up a dozen or more should in almost every case get you cemented into one of the Top 5 slots on Page One. Since the overwhelming majority of local businesses do absolutely zero link building to support their sites, any effort you put forth on behalf of your clients will usually reap huge benefits.

Now before you run off and start slamming up 30 links a day for each client, let me advise you on one theory that exists about Google and high PR links.

The theory basically says that if a site gets a sudden rush of high PR links, without some obvious justification (like a news site that breaks a huge story on a popular topic, such as Matt Drudge did back in the day when he broke the Bill Clinton/Monica Lewinsky story) Google can and will ignore those links, rendering your efforts worthless.

I personally don't subscribe to that theory, but plenty of very smart marketers believe it carries some truth with it. So if you happen to be one of them, break up your linking efforts on behalf of one client over the course of a month. Do 5 links today, 2 tomorrow, skip the third day, do 9 the next, and so forth, giving your efforts the appearance of being random (or "organic" aka the current buzzword of the day). Just remember to get some links set up to your links (discussed above) so that they are indexed quickly and you start seeing some immediate benefits.

One last thing I need to mention about Google and your high PR links. As soon as Google gets even one of them indexed, there is an excellent chance you're going to see your client's website vault onto Page One somewhere. This isn't a guarantee, but I've seen it happen often enough that I feel comfortable mentioning it here.

Sadly, that move is most likely only temporary.

Sometimes the same day, and sometimes several days later the site will drop off of Page One, and possibly even deeper into the search results than it was when you started (instead of being on Page Three, you could see it end up on Page Five, or possibly not find it at all).

DON'T PANIC!!!!!!

The “technical” term for this is the “Google Dance” and it happens pretty much every time a site is re-evaluated by Google for a particular search term. I can’t explain why this happens, and frankly I don’t want to guess. I just want you (and your client) to be aware this will most likely happen to them, so no one gets angry or depressed.

Getting onto Page One and staying there is usually a process that takes a couple of weeks at least, and the Google Dance is part of that process. Just keep adding a few links every couple of days, and keep monitoring your client’s site for the chosen Google Search Term.

Once the site reappears, it should be on Page One or Page Two, and every couple of days you’ll see that it moves up a couple of slots. Once you see it is back on Page One, start counting. Also, send your client an email letting them know that Page One has been achieved and (2) they need to start tracking the source of any new business, to see how much that new Page One placement is worth to their business.

As I noted earlier, if you were smart in picking a business that has a high dollar average for each new client AND a significant amount of search traffic each month for the chosen key words, there is a pretty good chance that your work will have paid for itself by the time your invoice comes due for the client.

Now it’s time to move on to the next step.

Step 8: Getting Paid

If you've followed my instructions up to this point, you should have a handful of clients who are on the hook to you for a lot of money once you've done what you promised and linked their sites all the way to Page One of the Google Search Results for their key word or phrase.

Once you get the site to move onto Page One, and the Google Dance is over, every day you want to send them an email telling them where they can be found on Page One for that Search Term. Aside from bragging on how smart you are to pull off this amazing feat in such a short time, you are also documenting the 14 day period that is part of your contract. Once their site has shown up on Page One for 14 consecutive days, you are entitled to get paid.

So how do you go about getting the cash out of their hands and into your bank account?

You have several options at your disposal.

The first is for you trusting sorts (like me). You wait until you've proven yourself for 14 days, then you ask them to cut you a check and mail it to you (assuming you are not in a position to drop by their office and pick it up).

Again, if you've chosen your niche wisely, you're dealing with someone who is already used to dealing in big money, and your demand for payment is not going to prompt them to grab their secretary, empty the bank accounts and flee to the Bahamas. It may take a day or two, but your check will appear in your mailbox, and as long as it clears the bank, consider yourself paid for a job well done.

A second way (which is equally valid, but forces the client to trust you, and frankly **will never** get as many clients to sign up with you) is to have the client cut you a post dated check

(say, 30 days in advance) which you promise to hold until such time as you have satisfied the 14 Day requirement in your contract. Once you've hit that milestone, you simply deposit the check into your bank account, and once again, assuming the check clears the bank, consider yourself paid in full.

I don't operate that way, simply for the reason stated above. I want to put 100% of the risk in this transaction on me, and if I ask to hold on to a post-dated check, now I am transferring some of that risk onto the client, who is forced to trust me to do the right thing and hold on to the check.

Yes, the check is post-dated, meaning the bank *shouldn't* honor it until the date on the check has come and gone. And yes, the client can always call the bank and place a stop-payment on it should he fear we are simply trying to rip him off.

But the entire idea behind getting all the clients you can find to sign up with you as soon as they get your email is that **they don't have to even begin to worry about any of that.**

All they have to do is sign the contract, and you do all the work (and all of the worrying) from that point forward.

Don't screw this up for yourself. Trust that legitimate businesses will pay you for your services in a timely fashion (and if they don't, I cover exactly how to fix that in the next section). **Make hiring you the easiest decision they ever made. Don't ask for payment in advance, not even a post-dated check.**

There are times when your client will run into a cash-flow problem and cannot cut you a check, but can pay you by credit card. In an effort to make getting paid as easy as

possible, it's imperative that you be able to take credit cards as payment.

That means you need to get a merchant account, or find a way to take credit cards using a 3rd party.

I'm not going to discuss getting your own merchant account. If you already have one, great. You're good to go. If you don't have one, simply Google "merchant accounts" and start applying to the vendors you find on Page One (or for grins, pick one on page 4, then when your transaction is done, ask them if they'd like to jump to Page One!)

What I want to introduce you to is a 3rd party vendor who can accept amounts up to \$2,500, and do so without all of the pain and suffering (and paperwork) you'll go through establishing your own merchant account.

The vendor is called Plimus (<http://home.plimus.com/ecommerce/>) and again, I am NOT getting any kind of affiliate money from Plimus for making this recommendation. Like the earlier reco I made, I don't think they even have an affiliate program for their company (which is funny, considering what they do for a living).

With Plimus, you can set your price for goods or services all the way to \$2,500, and then pay a 4.5% fee for them handling the transaction. Your own merchant account would probably cost you less over time, and once you get rolling with this business, it will probably be in your best interest to get your own account.

But for now, today, use the link above and get set up with your own Plimus account. Then, if/when you run into the client who needs to pay by credit card, you are ready to run the transaction through and get paid.

Along those same lines, get serious about getting your own website from which you will be doing this business. Mine can be found at www.attorneymarketing-seo.com and you are free to follow the style and the format I use to set up your own account.

What you can't see on my site is a non-linked, password protected page that I send my credit card paying clients to, so they can click on the button for the services they purchased, and pay me through my Plimus account. I don't make that page easy to find simply because I don't want someone coming along and "buying" my services before I have the chance to review their site and see if there is anything I can do for them.

You might think that is a strange way to do business, but look back to Step Six. I AM THE ONE IN CHARGE HERE, not the client. I decide who I work with, not the client. I don't want to feel obligated to work with anyone simply because they can't read and paid for my services in advance.

You might feel differently, and you might want to leave your payment button open and available for the entire world. Go ahead. It's your business and you decide how you run it. Not me or anyone else.

Step Nine: Getting Paid Annually

Now that you have the client satisfied, their site firmly attached to Page One for their chosen search term, now you need to spend a little time each month making sure they stay happy, so that when the end of their one year contract rolls around, renewing for another \$2500 (or whatever price you decided on) will be a no-brainer for them.

The way to do this is to identify the other key words and phrases that drive new business their way, and develop a backlinking campaign for those words as well. You can focus on one word or phrase at a time, or spread the link love around by linking up all the key phrases at one time.

Figure out where they are at in terms of positioning for each of the additional keywords, and drop the client a note letting them know that you've done some additional background work, and determined that they need to improve their ranking for those keywords as well. Tell them not to worry about payment, that you will address this additional linking in your free time, and hopefully they will see some improvement in their search engine rankings before too long.

Then just repeat what you've already done for them for the original key word. Use Angela's Links to get them some high PR forum links pointing back at them, and make sure you link those forum profiles to a Craigslist post so the links get crawled by the spiders.

Within a month or so they should be ranking well for all their keywords, and their business should be increasing as a result.

Once you can see that their rankings have improved, send them another note letting them know that you got all this accomplished for them, and again, at no charge. And it's

not like it's costing you anything extra to switch around a few key words or phrases. After a couple of months of adding Angela's Links for the original key words, you should have enough link juice built up to guarantee Page One ranking for the next decade. So diverting a few of the links to some additional key words is no big deal.

But what you want to make sure the client understands is that maintaining his Page One rankings requires constant monitoring on your part, and that if he wants to keep this prime virtual real estate in his name, he'll need to sign another contract. If he decides against doing that for any reason, explain to him that it's likely his Page One rankings will begin to disappear soon, and there is no guarantee that you can come back later and get him back on Page One. And you aren't lying about that. There are no guarantees you can get him there in the first place...the odds just overwhelmingly favor your ability to do so. But unless you own Google, you can't guarantee anyone anything in terms of placements.

Only crazy or soon to be retired clients will turn you down for a second (or third, or fourth or fifth) year of SEO services. So the odds are again very much in your favor that all you will need to do is cash their check and keep adding some links once a month.

However, there may be the occasional client who decides he just doesn't need your services any longer, and refuses to sign up for another year.

This leaves you with two choices, and they are not necessarily mutually exclusive.

Choice One is to go back into the marketplace, and using the work you did for your stupid ex-client, get one of his competitors to sign a contract. You just use the same method as described in Step Four. Find the guys with the

websites that are buried on Page Three or deeper for the money keywords, and send them all an email. For the first one who responds, tell them what you did for the stupid ex-client, and that should be enough to get them to sign a contract.

Choice Two (which again, you can do along with Choice One, or not do at all...your choice) is to go back to the sites that you set up for stupid ex-client and change the links already established into links for new client. Remember that I advised against telling the client what you are doing to help them maintain a Page One ranking. Once that year is up, and no new contract is agreed upon, you are no longer required to "maintain" their Page One positioning, and you have no legal obligation to keep your original work pointing in their direction.

You might decide that it is not worth the risk of screwing around with ex-clients, lawyers and the like. I seriously doubt anyone would sue if they dropped off Page One after they terminated their contract with you, but I've heard of crazier things happening.

So you might decide to simply leave well enough alone, and devote all your time and effort into moving new client ahead of stupid ex-client in the rankings.

Like I said, it's your choice.

HOWEVER...

If you run into a situation where client decides against PAYING you for your efforts, and you are forced to resort to collection tactics and such to get paid, when it becomes clear to you that you are not going to get paid, you should immediately remove all of your links pointing to that client's website from the various forums where you set up profiles.

If they aren't paying, they aren't clients. And they certainly don't deserve to remain on Page One if they aren't willing to compensate you for your efforts.

When I originally started talking about performing the SEO services, I mentioned that there were several on-page items that you or their webmaster could fix in less than a day, and that those items would probably be enough to get them onto Page One without any linking.

You might be best served to wait until AFTER the client pays you for getting them onto Page One before you suggest the on-page changes. I have moved several clients with pathetic on-page optimization onto Page One for their desired search terms, just from my linking campaign. Since most of your competition for these words and phrases are as poorly optimized as your client's site, you should have the same kind of success.

Step Ten: Rinse and Repeat

If you followed my directions to the letter, 30-45 days should have passed and your first batch of clients are now “put to bed” and need nothing more than some minor linking done for the next 11 months.

So what do you do now?

Start over again.

Select another 10 cities on your list and start searching out the poorly ranked web sites for your niche. Send out the emails. Sign up 10 new clients. Start 10 new linking campaigns. When you have THOSE 10 clients “put to bed”...

Start over again.

Along the way, get a website developed that you can point your prospective clients towards, that explains what you do for businesses in their niche. This can help you close clients who just need a slight additional push before they sign the contract.

Also, after you have personally done the linking for your first few clients, look to outsource that work to someone else who will do it for peanuts. Your job should simply be to find new clients. Let someone else do all the grunt work of setting up forum profiles and links.

You can look at forums like DigitalPoint or WarriorForum and find people who advertise specifically for Angela’s Links, and will do the entire month’s campaign for \$10-20. If you have 10 clients, you can sometimes bargain them down to a smaller fee per client in exchange for sending all of your work their way.

Another option you can explore is hiring your own Virtual Assistant (VA) from India or the Philippines. For simple linking tasks you can get a 40 hour a week employee for \$200-300 a month.

Yes, that's not a typo.

\$200-\$300 a month.

If you want someone who is a bit more experienced and can do more complicated tasks, you'll pay a bit more each month, but usually not more than \$400 a month.

Try finding a 40 hour a week employee in the US for \$400 a month. It simply can't be done.

I'm not going to go into how to hire a VA...there is plenty of information on that at the WarriorForum in both the free and the paid sections.

Just remember, YOU don't get paid for linking. YOU get paid for bringing in new clients.

Set this up the right way and you can run a half million dollar a year business (or more) and spend less than 5 hours a week doing it.

And isn't that the whole idea behind using the internet to make money?

But there is one guarantee I can make to you without any fear of being called a liar or a fraud.

I can guarantee that if you don't take action on what you've just read, you are not going to make any money from this incredibly easy SEO business.

The SEO fairy is NOT going to leave \$25k under your pillow tonight just because you bought and read this information.

You MUST take action on this, or you've wasted a golden opportunity to set up an income stream that 99.99% of the world's population can only dream of.

So the ball is now in your court. I sincerely hope you don't just let this one pass you by.

Get busy with Step One, and then follow through with Step Two. If you will just take some small action to begin with, the subsequent steps get easier and easier to follow through on, and before you know it, you've had a \$25,000 Weekend, with plenty more just like them to come.

My \$25,000 Weekend—How It Worked Out For Me

Having read this far, you already know the nitty-gritty details, but let me show you exactly what I did to bring in \$25,000 over a 3 day period (Friday through Sunday) in January of this year.

I started on a Monday night with Step One. I already had the idea of using existing websites to crack the Top Ten with Google search results (pretty much a necessity with me, since I can't design a website to save my own life). So I did some brainstorming and decided to focus on smaller cities (100,000 to 200,000 in population...well after my \$25k weekend, I raised my upper limit to 300k).

My thinking was that in cities that size, there are going to be enough businesses in any "normal" niche to fill up four or five pages of search results. Add in all of the "yellow pages" aggregator sites, and it becomes more like six to eight pages. All I would need would be one vendor in any niche to see the value to letting me work for free until there were some tangible results, and I would be on my way.

So for Step One I did a Google search as I described earlier and found the Wikipedia page with the listing of all the cities with populations greater than 100,000. It only took a minute or so to complete.

For Step Two, I had already decided I wanted to work in the legal niche, since I had a lot of familiarity with lawyers. I spun through the yellow pages and made a list of 10 different sub-niches that all generate a lot of cash for lawyers who build up a steady stream of clients. I finally decided to focus on one of them (and there is no way in hell I'm going to say which one that is...too many people buy these things and decide to invade the territory of the author rather than find their own niche).

For Step Two I spent about 45 minutes.

Step Three (finding the “money” keywords) only took a few minutes as well. I did a Google Keyword search using the name of the legal niche I decided upon and scanned the list of results, taking note of the words and phrases that generated the most searches in a month. I took notes on the keywords that had the most searches, as well as any variations in the words (pluralizing, etc.). This step took about 5 minutes for each city I was targeting, or just under an hour total.

Step Four was the most time intensive for me. It took around 20-30 minutes per city to scroll through the printouts I made from Google, isolating those websites that looked like they were forever banned to the back pages of the search results. Since I was focusing on 10 cities, it took a grand total of about 5 hours to draw up my list. Since I have self-diagnosed ADD, I spread this 5 hours out over two days (Tuesday and Wednesday) as I tended to take a lot of breaks and dealt with a lot of unrelated tasks in that time.

Step Five took me about an hour to write the email and then send it out ten times, to ten different sets of names. I did this on a Thursday evening, figuring that most of my prospects would see the email on Friday morning and start contacting me immediately.

Step Six was where I had my \$25,000 weekend. My guesstimation in Step Five proved to be true. I started getting emails Friday morning from prospects who were interested in what I had to offer. Literally every single one of them said they were most impressed by my offer to complete the job before I got paid. **This was the deal clincher for all of them.**

The emails continued through Friday night, all day Saturday, and even a few on Sunday. I had 5 deals already locked in

by 5 p.m. Friday, 4 more on Saturday, and the last one closed Sunday afternoon. At that point they were all verbal agreements, since I wanted original signed contracts from everyone, and the earliest I could get them in the mail would be Monday.

But for about 8 hours of actual work during the preceding 5 days, I ended up with \$25,000 worth of signed contracts, and 10 clients who were anxiously awaiting me to work my magic on their websites.

Three weeks later, the Google Dance had ended for all of them, and we were in the 14 day countdown. A couple of them had sites that dropped off Page One and back to Page Two for a few days (grrrrrr!) so I had to start over with the 14 days. But the other eight sailed through the two week period, and at the end of the 14 days I asked to be paid.

All eight of them sent checks.

Ten days later, I got checks from the remaining two clients.

I had already proven to myself once that I could move a website onto Page One (see the case study, below). Now I proved to myself I could handle multiple clients at one time.

So at that point I took my own advice from Step Ten.

Rinse and Repeat.

There is no reason you can't see the same level of success if you'll just stick to my steps as I have them outlined for you.

Case Study

The very first website I ever did this kind of SEO for belongs to a friend of mine who practices Probate law in a city of around 250,000 people. There are dozens of probate lawyers in that town (somewhere between 40 and 50...a few are very part time so it's hard to count them, even though they too have websites).

My friend had a website that was provided to him by the phone company after he signed a contract for a large ad in the local yellow pages. The yellow pages web designer customized the site so that it had his name, address and phone number on the 5 pages, but otherwise it was a total cookie cutter site, one they give to probate attorneys throughout the state.

The problem was, the phone company actually hosted the site, and my friend has no idea how to gain access to it so I could make some on-page SEO changes. So on-page SEO was a non-starter. All we had to work with was linking.

He gave me permission to start my SEO linking campaign at the start of the month. I did some digging around and found that for two of his four "money" keywords, he was on Page 4 of Google. For two others, he was nowhere to be found in the first 10 pages.

For grins I also checked Yahoo and Bing. On Yahoo he was also on Page 4 for the same two keywords as Google, and nowhere in the first 10 pages for then other two. On Bing he was simply invisible for all 4 phrases: nowhere to be found in the first 10 pages.

So I knew I had my work cut out for me. And my friend was less than optimistic. Apparently he's had several "SEO

Experts" tell him about the marvelous things they could do for his site...for a price.

To make a long story short, I did exactly what I lay out for you in Step Seven, above. I spent 5 days posting 30 links, using Angela's Links, and then using Craigslist to link back to a few of them, to get them crawled and indexed.

I told him not to expect any great results too soon, and that it would likely be a couple of weeks before we saw any improvement in his rankings.

The following Monday (seven days after I posted the first of the links) his site was on Page One, in the 10th slot. It stayed there 2 days, and then dropped back to Page 4, where it remained through the end of that week.

The next Monday the site had dropped to Page Six (and you can imagine how happy I was to see THAT!) but on Tuesday he vaulted to Page Two, Slot #2. He remained on Page 2 for two more days, then on Friday jumped to Page One, Slot 8.

The Google Dance was more or less over at that point. Page One was achieved (in exactly 18 days) and now the only thing left to do was to crawl to the top.

The next Monday he started still on Page One, Slot 8, but then moved up mid week to Slot 6. He stayed in Slot 6 for about a week, and then moved to Slot 5. A week later he was in Slot 4, and right now is in Slot 3 (behind one aggregate advertiser, who has both Slots One and Two). He's been there for 3 months now.

I only used the first 30 links I got from Angela, and never added another link to his site (this was an unpaid experiment on my part). But I am going to add more links

in the coming months, just to try and blast him into the Number 1 slot out of pride and principle.

And for the record, his site does not contain any of the "money" keywords in either the title or the domain name. There are no H1 tags (or H anything else for that matter) on his site. He's not in the Yahoo Directory or DMOZ.

In short, his site is about as un-optimized as it can be from an on-page standpoint.

And he's #3 on Google for his main keyword.

Oh, and he's now #1 on Yahoo for the same.

But he's still invisible on Bing.

Oh well. You can't win 'em all.

A Tool Worth Considering

A couple of weeks ago I was trolling around the Warrior Forum and found some posts regarding **SENUke**. I'd heard bits and pieces about this product in the past, but never paid a lot of attention to it.

Big Mistake on My Part!

I jumped over to their site and found a sort of One-Stop Shop for all your SEO needs (well, most of them, anyway, for local SEO purposes).

I don't want to turn this into a sales page for SENuke, but I do want to point out a couple of the features that really cut down on the time you (or your Assistant) will spend doing the actual SEO work.

First, they have a "keyword research" tool that will analyze Google results for that word or phrase and then provide you with an opinion as to whether "conquering" Google for that term will be easy, difficult, hard or impossible (they don't use the word "impossible" but when you see the phrases indicating great difficulty, think "impossible" and move on to the next niche.)

Why use a ladder to get one orange from the top of a tree when there is so much low hanging fruit you can grab without even stretching?

By searching for your exact "local search" key phrase (such as "Charlotte Plumbing") you can find out in seconds if you have identified a niche that will be simple for you to boost a poorly ranked site onto Page One of the Google search results.

It you get an "easy" response, move forward. If you get "impossible" then pick another city and start over.

This tool alone makes SENuke worth the monthly subscription fee.

But a second module (it has seven of them total) makes this a no-brainer for me.

They have built an auto-submitter that will create around 500 profile accounts for the same kinds of sites that you get from Angela every month for \$5.

What this tool does is automatically open profile accounts and post the links (using anchor text, such as "Charlotte Plumbers") in more PR5-9 accounts than you will ever need in order to secure and maintain Page One rankings for your client sites.

And it does this in a matter of minutes, rather than days.

This means you can accept two or three times as many clients at one time than you would be able to if you were manually setting up these links each month.

I was taking on 10 new clients at a time because that was the most I could handle comfortably.

Now I search for 30 at a time, and turn my Assistant loose on SENuke, setting up profiles and using a few of the other modules (RSS, Social Bookmarking, Article Directory) to build additional backlinks for my client sites over time.

The Pro Level membership runs about \$129 a month, and it is without a doubt the BEST \$129 you will spend, if you take this business seriously. You can automate almost ALL of the tasks involved in bumping an existing site to Page One, and by using an off-shore assistant (like mine) really spend no more than an hour a day overseeing your growing empire of clients.

List of Potential High Dollar Prospects

This is a short list of businesses that come to my mind immediately when I think of companies that already have a web presence, and in most cities, have enough competition that there are some on Page Three and beyond on Google for their "money" keywords.

This by no means is an exhaustive list, but most of the businesses listed here have a high enough "dollar value" for an individual new customer that they can justify hiring someone to improve their search engine rankings.

- Accountants (CPA's, PA's and Tax Preparers)
- Air Conditioning/HVAC companies
- Alcohol/Drug Rehab Centers
- Animal Hospitals
- Answering Services
- Apartment Complexes
- Asphalt/Paving Companies
- Assisted Living Communities
- Attorneys (20+ sub-specialties here)
- Auto Insurance Brokers
- Auto Parts
- Auto Rental
- Auto Repair
- Auto Sales (new and used)
- Bail Bonds Agencies
- Boat Cleaning
- Boat Dealers
- Building Contractors
- Burglar Alarm Companies
- Business Consultants
- Cabinet Makers
- Carpet/Rug Cleaners
- Cash Advance/Check Cashing Services
- Caterers
- Cell Phone Dealers

Child Care Centers
Chiropractors
Clinics (24 hour/Emergency)
Computer Repair
Counselors (child, marriage, etc.)
Credit/Debt Counseling
Day Spas
Dentists (cosmetic, orthodontists, emergency, etc.)
Dieticians
Disc Jockeys
Dry Cleaners
Electricians
Employment Agencies
Engineers
Excavators
Fence Builders/Menders
Financial Planners
Florists
Funeral Directors
Garage Door Sales/Service/Repair
Gift Baskets
Glass Installation/Repair (auto & home)
Gold Dealers
Handyman Services
Hearing Aid Sales/Supply
Home Builders
Home Health Care Providers
Home Inspection Services
Home Remodelers
House Cleaning/Maid Services
Hot Tub Sales/Service
Insurance Brokers (auto, home, life, health, etc.)
Interior Decorators
Investigators
Janitorial Services
Kennels
Landscape Contractors
Laser Vision Correction

Loan Companies
Locksmiths
Manufactured Home Sales
Masonry Contractors
Mattress Sales
Medical Equipment Sales/Rental/Service
Mortgage Brokers
Motels
Moving Companies (house & apartment)
Muffler Shops
Nail Salons
Notaries Public
Nurseries (plants and kids)
Nursing Homes
Optometrists
Painting Contractors
Party Planners
Patio & Deck Contractors
Pawnbrokers
Pest Control
Pet Grooming
Pharmacists
Photographers
Physical Therapists
Physicians (10+ elective sub-specialties)
Pizza Parlors
Plumbing Contractors
Property Managers
Psychotherapists
Pumps Sales/Service
Real Estate Agencies
Rental Yards
Restaurants (10-20+ sub-specialties)
Retirement Communities
Retirement Planning
Roofing Contractors
Schools (trade)
Screen Contractors

Security Companies
Septic Tank Installation/Cleaning/Repair
Shutters & Siding Companies
Storage Companies
Surveyors
Swimming Pool Contractors
Swimming Pool Cleaning/Repairs
Tax Preparers
Taxi Cab Companies
Termite Control
Tire Centers (new, used and repair)
Title Companies
Towing Companies
Transmission Repair
Tree Trimmers
Truck Rentals
Veterinarians
Water Damage Restoration
Weight Loss/Control Centers
Window/Door Contractors